

The Honorable Michael K. Powell
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Dear Chairman Powell:

I'm writing to urge you to support the proposed merger between EchoStar Communications and Hughes Electronics. I believe the merger holds tremendous potential for my company in TOA BAJA, PR which sells EchoStar's DISH Network satellite TV service. The new company will offer a more attractive product to consumers, and this will mean more business for my company.

None of my customers can receive their local broadcast channels via satellite because the DISH Network does not have the channel capacity to carry smaller television markets. Currently, EchoStar offers service in only 36 markets. This is a source of frustration for my consumers. The proposed merger between EchoStar and DIRECTV would allow the combined company to offer local broadcast channels in all 210 television markets nationwide by eliminating the duplication of identical programming carried by both services. If the merger is approved, satellite TV will be a more competitive alternative to cable, and this is good for business.

None of my customers currently have access to cable or DSL high-speed Internet access service, but it is clearly something that many of them want given the number of times I have heard them ask about it. If the merger is approved, the new Echostar will provide the homes and businesses in my area the first affordable high speed Internet access service. My customers will benefit from this merger because EchoStar and Hughes can combine their resources, satellites, and spectrum to provide high-speed satellite Internet access service on a basis that is price and quality competitive with cable modem service and DSL.

Whether or not my customers have access to cable, and most do not, all of them will benefit from the new company's ability to better compete with cable. EchoStar has pledged to offer nationwide prices and services -- bringing the benefits of vigorous competition with cable -- to customers everywhere.

EchoStar retailers like me will gain the ability to offer the popular sports packages that would otherwise only be available on DIRECTV, once the merger is completed. This additional programming will increase customer demand, and improve sales.

The EchoStar-Hughes merger will allow the new company to offer a stronger satellite TV product nationwide, providing local broadcast channels in every television market, and new and enhanced television services such as HDTV, interactive TV, and more. In addition, the new EchoStar will be able to offer an affordable, high-speed Internet product to every zip code in the country. As a retailer for the DISH Network, I will benefit from increased sales. For all of these reasons, I urge you to support the EchoStar-Hughes merger.

Sincerely,

LUIS FRANQUI
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